



**NOTE:** If you have the option to do so, please add us to your 'buddy', 'accepted', 'approved' or 'trusted sender' list to ensure you continue to receive our messages. Thanks.

January 7, 2004

## Schering-Plough sponsors 'The Shield'

Dear

b6  
b7C

**Let's continue our campaign against *The Shield* on FX!**

The January 6 episode of *The Shield* focused on the relationship between Police Detective Vic Mackey (the series hero) and a drug dealer he protects. **The language is, again, atrocious.**

Schering-Plough promoted its product, Coricidin, several times as a sponsor of this vile show.

**Send your letter now!**

Sincerely,

OneMillionMoms.com

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### **Protect Your Family on the Internet**

**American Family Online** - Full filtered Internet Service Provider. Dial-up and hi-speed connections.

**BSafeOnline** - The #1 rated Internet filter. For those who are happy with their ISP and only need a filter.

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**PRIVACY POLICY:** Information you share with us will never be sold, rented, or given to any third party. Protecting your privacy is of utmost importance to us. If you do not wish to receive further communications from us, [click here](#) to unsubscribe.

Questions or comments about OneMillionMoms.com? [Contact us](#) via email, phone, fax, or postal mail.

American Family Association  
P.O. Drawer 2440 -- Tupelo, MS 38801  
1-662-844-5036



## Issues

[View Current Issue](#)

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Issue Name	Date Created	Active	Detail	Compose	Take Action		
<a href="#">Schering-Plough</a>	1/7/2004 11:59:57 AM	F	3,681	5,008	4,213	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">Virgin Mobile</a>	12/29/2003 9:15:17 AM	F	866	10,709	8,714	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">7-Eleven</a>	12/16/2003 3:30:49 PM	T	5,177	13,180	10,165	<a href="#">Deactivate</a>	<a href="#">Preview</a>
<a href="#">Billboard music awards</a>	12/12/2003 12:50:37 PM	F	829	0	0	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">JCPenney</a>	12/10/2003 3:47:38 PM	F	199	896	704	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">Dodge Lingerie Bowl</a>	12/9/2003 1:04:35 PM	F	832	6,644	5,192	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">fccupdate</a>	11/21/2003 4:22:25 PM	F	433	0	0	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">Combe/Melitta</a>	11/20/2003 2:10:33 PM	F	275	1,533	5,956	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">Victoria's Secret</a>	11/19/2003 1:10:14 PM	F	2,630	0	0	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">FCC and the F word</a>	11/18/2003 12:04:55 PM	F	264	0	0	<a href="#">Activate</a>	<a href="#">Preview</a>

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Issues

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Issue Name	Date Created	Active	Detail	Compose	Take Action		
<a href="#">Schering-Plough</a>	1/7/2004 11:59:57 AM	F	7,393	6,935	5,810	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">Virgin Mobile</a>	12/29/2003 9:15:17 AM	F	2,610	17,993	14,666	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">7-Eleven</a>	12/16/2003 3:30:49 PM	T	8,286	22,301	16,785	<a href="#">Deactivate</a>	<a href="#">Preview</a>
<a href="#">Billboard music awards</a>	12/12/2003 12:50:37 PM	F	2,264	0	0	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">JCPenney</a>	12/10/2003 3:20:13 PM	F	623	1,514	1,096	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">Dodge Lingerie Bowl</a>	12/9/2003 1:04:35 PM	F	1,525	10,264	7,858	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">fccupdate</a>	11/21/2003 4:22:25 PM	F	1,716	0	0	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">Combe/Melitta</a>	11/20/2003 2:10:33 PM	F	1,050	2,656	9,871	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">Victoria's Secret</a>	11/19/2003 1:10:15 PM	F	4,093	0	0	<a href="#">Activate</a>	<a href="#">Preview</a>
<a href="#">FCC and the F word</a>	11/19/2003 11:36:34 AM	F	3,052	0	0	<a href="#">Activate</a>	<a href="#">Preview</a>



# OneMillionDads.com

A Project  
American Family Asso

**Purpose**  
OF CAMPAIGN

**Current Issue**

**Take Action**

**Register**

## **MORE INFORMATION**

Examples of  
Offensive Programs

How the  
Campaign Works

Privacy Protection  
Information

**Click Here**  
to refer this  
site to a friend

## **Issue Details**

### **Schering-Plough sponsors 'The Shield'**

**Schering-Plough is blocking emails from OneMillionDads!**

Their website does not contain an online contact form. Please consider taking the following actions and ask them to pull their sponsorship from *The Shield*:

1. Call Schering-Ploughs corporate headquarters at 908-298-4000.
2. Email Chairman Hassan personally via your ISP. His email address is fred.hassan@spco

Below are other corporate executives. Please copy them on your message.

Executive Vice-President Robert J. Bertolini - robert.bertolini@spcorp.com  
Senior Vice-President Brent Saunders, Business Practices - brent.saunders@spcorp.com  
Corporate Issues, Stephen K. Galpin, Jr. - Stephen K. Galpin, Jr. stephen.galpin@spcorp.c

### **Send Your Letter Now!**

**NOTE:** If you see a commercial or program which is offensive, **email us the information** of you have done this, and it is very helpful.